CLAIMS

1. A method of communication between a server and a client, comprising the steps of:

    embedding in a multimedia medium a communication module, said multimedia medium having a stored music program;

    distributing said audiovisual medium to the user; and

    installing in a computer the communication module upon playback of the music program stored in the multimedia medium by the computer, said communication module having stored codes executable by the computer to establish a communication link with the server.

2. The method of claim 1, wherein said step of installing includes installation of a browser for facilitating communication between the server and the user.

3. The method of claim 2, wherein the server directs communications to the user through the browser.

4. The method of claim 1, wherein said communication link between the server and the user is via TCP/IP.

5. The method of claim 4 wherein the communication module includes codes for causing the computer to direct a message to the server upon detection of transmission of TCP/IP data from the computer.

6. The method of claim 1, wherein said step of installing the communication modules includes installation of a linking icon displayed on one of a task bar tray and a desktop of the computer.

7. The method of claim 6, wherein a pop-up window is displayed upon selection of said icon by the user.

8. The method of claim 7, wherein the communication module includes codes for causing the computer to monitor usage of the window by the user.

9. The method of claim 7, wherein the communication module causes the computer to forward to the server data representing the usage of the window by the user.

10. The method of claim 6, wherein the communication module includes codes for causing the icon to flash upon receipt of a message from the server.

11. The method according to claim 1 wherein said multimedia medium is one of a compact disk (CD) and a DVD.

12. A method for linking a server to a user over a communication network, comprising the steps of:

distributing a communication module to a user for installation at a computer of the user;

providing a desktop icon and a browser in the computer of the user upon installation of the communication module;

connecting the user to the server via the browser when the desktop icon is selected by the user;

accessing a database on the server side to provide the server with information on the user; and

communicating between the server and the user in real-time via the browser during the user's online session.

13. The method of claim 12, wherein said step of distributing includes embedding the communication module in a multimedia medium, said multimedia medium includes stored entertainment content.

14. The method of claim 13, wherein the communication module is automatically installed on the user's computer when the entertainment content of the multimedia medium is accessed by the user.

15. The method of claim 12, wherein said step of distributing includes downloading the communication module from a website provided by the server.

16. The method of claim 12, wherein said browser presents a pop-up-window upon selection of the icon.

17. The method of claim 16, wherein said window includes hyperlinking content provided by the server and by a sponsor.

18. The method of claim 16, wherein the window includes a profiling icon which, when accessed, presents a series of profile inquiry pages to develop a user profile.

19. The method of claim 12, wherein the desktop icon changes state to alert the user that the server has a message for the user.

20. The method of claim 12, wherein the communication module sends a message to the server at a predetermined Internet address when the user establishes connection to the communication network.

21. The method of claim 16, further including the step of monitoring all user actions in connection with the window in real time.

22. The method of claim 21, further including the step of storing information on the user gathered from the step of monitoring in a database at a location specific to the user.

23. The method of claim 16, wherein the window includes interactive content for facilitating interaction by the user with the server.

24. The method of claim 23, wherein the interactive content is a quiz which when accessed and a correct answer is provided within a predetermined time, provides an award to the user.

25. The method of claim 24, wherein the user is awarded with credits for use toward purchases on sites hyperlinked to sponsors of the server.

26. A multimedia medium having stored codes readable by a computer for executing method steps for installing a communication module in the computer, said multimedia medium further including entertainment content presentable from the computer, the method comprising:

   installing the communication module in the computer upon presentation of said entertainment content by the computer;

   placing an icon on the desktop of the computer upon installation of the communication module; and

   communicating with a server at an URL address stored in said multimedia medium upon access of said icon by a user of the computer.